

St. Marys Downtown Development Authority (DDA)
BOARD OF DIRECTORS
Meeting Minutes for December 5, 2011

The regular meeting of the St. Marys DDA was called to order by Root at 9:00 am.

Members Present: Charlie Smith, Cheri Richter, John Morrissey, Gary Straight, Terry Landreth, and Craig Root

Members not Present: Jim Lomis

Guest in attendance: Angela Wigger; St. Marys Convention and Visitors Bureau (CVB), Barbara Ryan; St. Marys Little Theatre, and Christine Daniel; Camden County Chamber of Commerce

Staff: Artie Jones, III; Director, Renée Coakley; Executive Assistant

Minutes: The board reviewed the November 7, 2011 meeting minutes. Minutes were approved with a motion by Landreth and a second by Richter. All were in favor of the motion.

Treasurers Report: Smith presented the city financial report and the DDA statements. Smith made a motion to approve the financials. The board discussed the land line item on the DDA balance sheet and AJ mentioned to the board after discussion with the City Manager that since the property was given to the DDA not sold, the property values would remain the same. The board asked AJ to talk to finance about the land item. After discussion the motion was second by Landreth. All were in favor

Additions to the Agenda: Angela requested to add Donation Request to the agenda after the Tourism report. And the agenda was adopted with no further changes.

BUSINESS DISCUSSION:

Promotions Committee: Spirit of 1812/Jazz in the Park: Richter mentioned the approximately 200 people were in attendance for the Jazz in the Park event. A small profit was made and Dominos was thanked for the \$500 sponsorship of the event. The next event will be during Mardi Gras for this project.

Economic Development Committee: AJ mentioned the possibility of creating a lunch and learn program through the SCORE branch for business owners that would highlight some key issues and offer ideas to addressing the issues. Chris mentioned the program that she currently offers through the Chamber and has offered AJ to work with him and SCORE to enhance the program for businesses.

Design Committee: Boat Ramp Kiosk: AJ mentioned that Public Works will begin on the upgrades soon now that the Christmas lights have all been put in place. AJ mentioned that there is currently a scale at the kiosk location that will be removed once the upgrades begin. This

scale is a hazard to people accessing the kiosk. **Façade Grant:** AJ mentioned that one application has been received from the business Picture This. The owner plans to update the signage and paint exterior doors and windows. The application is for \$500 total and the grant will be for \$250 once the work has been completed. Motion to disburse the \$250 payment once upgrades are completed was made by Morrissey and second by Straight.

Film Alliance: Ryan reported the success of the Lovetown USA campaign. Higher Level Producers will be in town on December 14th and will soon announce the winner of the last two contestants. Ryan reminded the board about the St. Marys Little Theatre play “Twas the Night...” and mentioned that tickets are almost gone. Ryan mentioned that the Drifters will be at the theatre in February.

Tourism: Wigger mentioned that everyone was impressed with the Jazz in the Park event. There were approximately 90 boats with approximately 150 people on them for the Thanksgiving dinner downtown. Wigger mentioned the Tour of Homes and free concert in the park that evening. Angela mentioned that a travel writer is working on a project called Secret Treasures to Hidden Destinations and requested information on St. Marys. Angela made a request to the board for a donation to the CVB for approximately \$800 to assist with fireworks for the 2012 July 4th event. The CVB is currently raising a total of \$2500. Landreth made a motion to donate a minimum of \$500 and maximum of \$800 to the CVB for this event. The motion was second by Smith. All were in favor.

St. Marys Intracoastal Gateway (SMIG): Morrissey reported that the committee’s next meeting is scheduled for December 7th at 6 pm. They have had a few developers look at the property thus far. Asbestos testing will take place on the boathouse structure and if found negative, demolition will begin.

DIRECTORS REPORT:

January Meeting Date: AJ mentioned that city office will be closed on the first Monday of January for the New Year’s holiday. The board decided to move the meeting to January 9th at 9 am and use January 12th at 9 am if needed as a backup to ensure a quorum.

International Council of Shopping Centers (ICSC) Conference: AJ mentioned the conference that he attended in Atlanta. Since the conference, he has contacted several of the companies he met to try to attract their business to St. Marys. A Wal-Mart grocery store was one of the possibilities and would only require 40,000 - 45,000 square feet for this type facility.

St. Marys Magazine Ad (Spring Edition): AJ mentioned to the board the upcoming ad for the St. Marys Magazine. The cost would be \$450. Richter motioned that the \$450 be spent for the spring ad with a second by Straight. Landreth asked if there were other trade publications that the DDA could advertise in for Economic Development Exposure. The board asked AJ to get financing costs for advertising in publications i.e. Georgia Trend. This item will be added to the January agenda. All were in favor of the motion.

Georgia Legislative Day: AJ mentioned this event that the Chamber, the Camden Partnership, the JDA and the three cities participated in jointly. Legislature and various state officials were

invited to the area to highlight Camden County on their radar for future projects. The visitors were given a tour of the base and spoken to about various projects.

Georgia Florida Renewable Energy Expo (GFREE): AJ mentioned that St. Marys has been chosen as the host for this event and he is working with the Camden County Extension office on the planning for this event. The conference is scheduled for March 2012 and will be held at the College of Coastal Georgia.

Businesses and Updates: Enterprise Zone: AJ mentioned that there were no new business. AJ also mentioned that the company Global Aire America has left the area. Morrissey asked AJ if social media was still going to be the topic for the next SCORE seminar.

Adjourn – Meeting adjourned at 11:14 am with a motion by Straight and second by Landreth.

Charlie Smith, Secretary
Prepared by Renée Coakley, Executive Assistant